

ORDER



Orders
Order / Rev: 721258
Alt Order #: 06367477
Product Desc: MANDEL/NRSC
Estimate:
Flight Dates: 10/10/12 - 10/14/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Strategic Media Placement/ POL
Buying Contact: Nicholas Everhart
Billing Contact:
 3299 K Street NW, Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Mandel,J/ NRSC / R / Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	24	\$41,900.00	\$35,615.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$41,900.00	\$35,615.00	0.00
Totals	24	\$41,900.00	\$35,615.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	24%	\$41,900.00
Market	100%	\$174,583.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$36,662.50
WJW	15%	\$26,187.50
WOIO	40%	\$69,833.33
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/10/12	10/13/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-- WTFS-	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-- WTFS-		2		\$2,400.00		0.00					
E 2	WKYC	10/10/12	10/14/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS € - - WTF- S (6:00 PM-6:30 PM)		:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-- WTF- S		1		\$3,200.00		0.00					
E 3	WKYC	10/10/12	10/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-- WTF- S	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-- WTF- S		2		\$3,500.00		0.00					

Order / Rev: 721258
 Alt Order #: 06367477
 Flight Dates: 10/10/12 - 10/14/12

Advertiser: Mandel,J/ NRSC / R / Senate
 Product Desc: MANDEL/NRSC
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	10/10/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		2				\$650.00		0.00			
E 5	WKYC	10/10/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		2				\$1,400.00		0.00			
E 6	WKYC	10/10/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		3				\$1,400.00		0.00			
E 7	WKYC	10/10/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		1				\$250.00		0.00			
E 8	WKYC	10/10/12	10/12/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		3				\$450.00		0.00			
E 9	WKYC	10/10/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		1				\$600.00		0.00			
E 10	WKYC	10/10/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		1				\$1,400.00		0.00			
E 11	WKYC	10/11/12	10/11/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$2,400.00		0.00			
E 12	WKYC	10/10/12	10/11/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--WT---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WT---		1				\$2,400.00		0.00			
E 13	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$1,400.00		0.00			
E 14	WKYC	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$1,400.00		0.00			
E 15	WKYC	10/14/12	10/14/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$5,000.00		0.00			
E 16	WKYC	10/14/12	10/14/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$2,400.00		0.00			
Totals													24	\$41,900.00	